

6 March 2024

Attention: Company Announcements
ASX Limited

By E-Lodgment

LAUNCH OF INVESTSMART'S WHITE LABEL ONLINE INVESTING PLATFORM

InvestSMART Group Limited (ASX: INV) (**InvestSMART**) announces that it has today launched its white label online investing platform and has appointed its first external investment manager, The Rask Group Pty Ltd (**Rask Invest**).

Under the arrangement, Rask Invest clients will have their funds professionally managed by Rask Invest in one of three Rask investment portfolio within the InvestSMART Professionally Managed Accounts ARSN 620 030 382 (**PMA**). InvestSMART will provide the back-end administrative, compliance and technological platform utilising InvestSMART's proprietary digital solutions.

The partnership with Rask Invest introduces InvestSMART's PMA as a white label online investment platform and furthers InvestSMART's position as a leading Australian digital wealth and advice platform which is primarily focused on growth in funds under management. The launch proves that InvestSMART can extend its services to other like-minded businesses including wealth managers, advice firms, financial media businesses and brokers.

InvestSMART believes there will be significant growth potential in the PMA as a white label platform:

- Our partners can be in market within a few months, depending on requirements, without the high costs of building out a platform themselves;
- Our partners will be able to offer their clients access to professionally managed investment portfolio without the relatively high cost of obtaining personal financial advice; and
- Our partners can concentrate on what they are good at without the time and cost of setting up their own managed investment scheme, administration and maintenance.

Mr Paul Clitheroe AM, as Chairman of the Board, said:

"The launch of InvestSMART's white label platform is a win-win for both investors and investment managers. We believe this flexible white label solution has massive growth potential and we've launched this product due to a number of market factors. Financial advice costs are often out of reach, most advisors can only help those who have accumulated a significant net worth, it unlocks affordable access to professional portfolio management expertise. Additionally, traditional wealth creation avenues, like property, are inaccessible for many, especially younger Australians. Finally, online investing is the new normal. More Australians will be turning to investing as an option to help them secure their financial futures.

Our primary concern is ensuring Australians have access to quality information and suitable investments that align with their financial goals and stage of life. That's why we're thrilled to have Rask Invest as our first partner and provide access to a sustainable way to build wealth through the InvestSMART platform. Together we can reach more individuals and help them invest wisely for their future."

Mr Owen Rask, Founder of the Rask Group and Chief Investment Officer of Rask Invest commented:

“The Rask community is over 200,000 strong, reaching all corners of Australia. They are smart, self-directed, everyday Australians, both advised and unadvised, who want to learn how to achieve financial freedom through investing. The natural progression for the business was to create investment portfolios that are professional, transparent, offer competitive fees and designed to help Australians build long-term wealth.

InvestSMART is the perfect partner. Like us they're a digital first business with a shared investment philosophy. The ability to white label InvestSMART's professionally managed portfolios and sign a long-term licence for the sophisticated technology allows us to empower more Australians to build wealth with confidence, regardless of their experience level, pre or post retirement, with the highest levels of security, all with a low competitive fee.”

For further information or comment, please contact Mr Paul Clitheroe (Chairman) or Mr Ron Hodge (Managing Director and CEO) at InvestSMART Group on (02) 8305 6000.

By order of the Board